WANT KIDS TO READ MORE? HERE’S HOW...

KIDS KNOW READING IS IMPORTANT AND ENJOY IT

86% of kids ages 6–17 agree: It is very important for my future to be a good reader.

58% of kids love or like: Reading books for fun!

BUT MANY KIDS HAVE TROUBLE FINDING BOOKS THEY LIKE—AND PARENTS UNDERESTIMATE THE CHALLENGE

41% of kids have trouble finding books they like, especially as they get older.

29% of parents say their kids need help finding books to read for fun.

57% of infrequent readers have trouble finding books vs. 26% of frequent readers.

Frequent readers are defined as children who read books for fun 5–7 days a week, whereas infrequent readers read books for fun less than one day a week.

HELP KIDS FIND BOOKS THEY LOVE

Where to get the best book ideas

Ask teachers and school librarians! Kids get their best books ideas from them.

45% of boys

Encourage kids to talk to peers about books! Kids look to friends, siblings or cousins for ideas.

36% of girls


Parents are kids’ #1 source of encouragement to read books for fun 82%

Followed by teachers & school librarians 67%

Co-navigate social media with teens. Kids ages 15–17 find book suggestions on Facebook, Instagram and more.

BE A READING ROLE MODEL

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